Application No.: 09/841,423 Amendment dated April 19, 2010

Reply to Final Office Action of November 19, 2009

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Patent Application of: Attv. Docket No.:

John Carney et al.

Serial No.: 09/841,423

Filed: April 23, 2001

METHOD AND SYSTEM For: FOR PERSONALIZATION

AND AUTHORIZATION OF INTERACTIVE TELEVISION

CONTENT

007412 01058

Group Art Unit: 2427

Examiner: Duffield, Jeremy S.

Confirmation No.: 5451

## AMENDMENT TO ACCOMPANY REQUEST FOR CONTINUED EXAMINATION

U.S. Patent and Trademark Office. Customer Service Window, Box RCE Randolph Building 401 Dulany Street Alexandria, VA 22314

Dear Sir:

In response to the Final Office Action mailed November 19, 2009, and concurrent with the filing of a Request for Continued Examination, please amend the instant application as follows:

Amendments to the Claims are reflected in the Listing of Claims, which begins at page 2 of this paper.

Remarks begin at page 5 of this paper.

If any additional fees are required or an overpayment is made, the Commissioner is authorized to debit or credit our Deposit Account No. 19-0733 accordingly.